

Rob Zeiger
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Rob Zeiger is Senior Director of Marketing, Vaccine and Immune Therapies with AstraZeneca. Rob and his team seek to help improve immunization rates by providing influenza vaccination options for patients and providers alike. Working with private and public health entities, Rob leads the team who focuses on how to educate and support HCPs and Patients on the need to immunize against influenza as well as the safety and efficacy of FluMist. Having worked GlaxoSmithKline and AstraZeneca over the past 15+ years, Rob has a robust background in the vaccines and pharmaceutical space. Rob is an innovative and experienced marketer with an MBA from NYU and a BS from The University of Maryland.